

Message Text

PAGE 01 VIENNA 00002 140948Z

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ACTION COME-00

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R 131411Z FEB 75

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 4806

UNCLAS SECTPON 2 OF 4 VIENNA 1288

US EXPORTS; 25 NEW SALES LEADS; 10 TRADE OPS;
40 ADDITIONAL FIRMS EXPOSED TO DEMONSTRATION
OF US PRODUCTS; ISSUE 4 PRESS RELEASES.

E. BY SEP 30: FOLLOW-UP WITH FIRMS CONTACTED
BY US TRADE MISSION IN SPRING 1976; DEVELOP
AND REPORT 3 TRADE OPS;#MOUNT ONE BETWEEN-SHOW
PROMOTION AT EWTV; ISSUE 1 PRODUCT/INSTITUTIONAL
PRESS RELEASE:

BY DEC 31: SPONSOR LECTURE BY US EXPERT ON SOFT-
WARE FOR CNC MACHINE TOOLS; DEVELOP AND REPORT
3 TRADE OPS; ISSUE 1 PRODUCT/INSTITUTIONAL
PRESS RELEASE;

BY MARCH 31: MOUNT JEEP AT EWTC ON NEW TECHNIQUES
IN METAL SURFACE TREATMENT COMBINED WPTH TECHNICAL
SEMINAR USING USIA VIDEO TAPE SERVICE; ISSUE
1 PRESS LREASE;

BY JUNE 30: DEVELOP AND REPORT 4 TRADE OPS;
MOUNT ONE BETWEEN-SHOW PROMOTION AT EWTC; ISSUE
1 PRESS RELEASE.

F. PERSONNEL: PERSON DAYS:

FSO/G/GS	20
FSL PROFESSIONAL	50
FSS/FSL CLERICAL	20

UNCLASSIFIED

PAGE 02 VIENNA 00002 140948Z

FINANCIAL;

TRAVEL	\$50
REPRESENTATION	250

PRINTING AND MAILING 200
CONTRACT SERVICES 150

IV. A. EXPORT PROMOTION- ELECTRONIC COMPONENTS
(SECONDARY STAGE)

B. JOE LILL (COMATT.)

C. THIS PRODUCT CATEGORY WILL HAVE RECEIVED
INTENSIVE PROMOTION IN FY76. IN THIRD YEAR
OF PROJECT, CONTINUE PROMOTION AND CONSOLIDATE
MARKET PENETRATION TO SECURE 4 PERCENT US SHARE
IN AUSTRIAN IMPORTS EXPECTED TO TOTAL
\$383 MILLION IN 1977.

D. INTRODUCED 8 NEW US FIRMS TO AUSTRIAN MARKET;
3 AGENCY AGREEMENTS SIGNED; \$1.5 MILLION
INCREMENTAL US EXPORTS; 10 ADDITIONAL US
FIRMS EXHIBITING PRODUCTS IN AUSTRIA (BSP'S,
CATALOG SHOW); 40 ADDITIONAL REPRESENTATIVES
OF AUSTRIAN FIRMS EXPOSED TO DEMONSTRATION OF
US PRODUCTS; 20 NEW SALES LEADS; 12 TRADE
OPS; 4 ARTICLES PUBLISHED IN MEDIA.

E. BY SEP 30: FOLLOW-UP WITH FIRMS CONTACTED
BY US TRADE MISSION AND OFFER SERVICES;
DEVELOP AND REPORT 3 TRADE OPS; ISSUE 1
PRODUCT/INSTITUTIONAL PRESS RELEASE;
BY DEC 31: ORGANIZE ONE BETWEEN-SHOW PROMOTION
AT EWTV; DEVELOP AND REPORT 3 TRADE OPS; ISSUE
1 PRESS RELEASE; DEVOTE PART OF COMMERCIAL
NEWSLETTER TO US SOURCES FOR ELECTRONIC
COMPONENTS;

BY MARCH 31: CONTRACT SPACE FOR TYPE IV
EVENT AT "INDUSTRIELLE ELEKTRONIK-IE '77",
VIENNA, NOVEMBER 1977; SPONSOR LECTURE BY US
UNCLASSIFIED

PAGE 03 VIENNA 00002 140948Z

EXPERT ON AUTOMATIC TESTING OF ELECTRONIC
COMPONENTS; ORGANIZE MINI-CATALOG SHOW AT
COMMERCIAL LIBRARY; DEVELOP AND REPORT 4 TRADE
OPS; ISSUE 1 PRESS RELEASE;

BY JUNE 30; ORGANIZE ONE BETWEEN-SHOW PROMOTION
AT EWTC; CONTACT PRINCIPAL AGENTS AND MAJOR
END-USERS INVOLVED IN CAMPAIGN TO DETERMINE
RESULTS AND ASSIST WITH POSSIBLE PROBLEMS;
ISSUE 1 PRESS RELEASE.

F. PERSONNEL: PERSON DAYS:

FSO/R/GS	20
FSL PROFESSIONAL	50
FSS/FSL CLERICAL	20

FINANCIAL:

TRAVEL	\$50
REPRESENTATION	200
PRINTING AND MAILING	100
CONTRACT SERVICES	50

V. A. EXPORT PROMOTION-FOOD PROCESSING AND PACKAGING
EQUIPMENT (RESEARCH STAGE)

B. H.J. IRSCHIK

C. THIS PRODUCT CATEGORY IS ONE OF THE FIVE TARGET
INDUSTRIES SCHEDULED FOR INTENSIVE DIRECT PRO-
MOTION IN FY 77/78.

D. THE FIRST YEAR OF THIS PROJECT WILL DEVELOP
THE MARKETING INFORMATION REQUIRED FOR EFFECTIVE
PGOMOTION IN FY77 AND 78.

E. BY SEP 30: IDENTIFY ANY TRADE BARRIERS THAT
IMPEDE SALES IN THIS PRODUCT CATEGORY, AND PRO-
POSE ANTI-BARRIER MEASURES; VISIT VIENNA

<< END OF DOCUMENT >>

Message Attributes

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Margaret P. Grafeld
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